FORM PTO-1390 (Modified) (REV 11-98) U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE

TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A FILING UNDER 35 U.S.C. 371

ATTORNEY'S DOCKET NUMBER	U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR)
RCA 89185	09/868254

INTERNATIONAL APPLICATION NO.	INTERNATIONAL FILING DATE	PRIORITY DATE CLAIMED
PCT/US99/30761	22December1999(22.12.99)	28December1998(28.12.98)

TITLE OF INVENTION

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

APPLICANT(S) FOR DO/EO/US

Hugh Boyd Morrison, Anthony Edward Stuart, Robert Joseph Logan, Charles Bryan Hunt, Megan Louise Brown and Jill Suzanne Allen

Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:

1. ☒ This is a **FIRST** submission of items concerning a filing under 35 U.S.C. 371.
2. ☐ This is a **SECOND** or **SUBSEQUENT** submission of items concerning a filing under 35 U.S.C. 371.
3. ☒ This is an express request to begin national examination procedures (35 U.S.C. 371(f)) at any time rather than delay examination until the expiration of the applicable time limit set in 35 U.S.C. 371(b) and PCT Articles 22 and 39(1).
4. ☒ A proper Demand for International Preliminary Examination was made by the 19th month from the earliest claimed priority date.
5. ☒ A copy of the International Application as filed (35 U.S.C. 371 (c) (2))
   a. ☐ is transmitted herewith (required only if not transmitted by the International Bureau).
   b. ☒ has been transmitted by the International Bureau.
   c. ☒ is not required, as the application was filed in the United States Receiving Office (RO/US).
6. ☐ A translation of the International Application into English (35 U.S.C. 371(c)(2)).
7. ☒ A copy of the International Search Report (PCT/ISA/210). attached to Item 13
8. ☒ Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371 (c)(3))
   a. ☐ are transmitted herewith (required only if not transmitted by the International Bureau).
   b. ☐ have been transmitted by the International Bureau.
   c. ☐ have not been made; however, the time limit for making such amendments has NOT expired.
   d. ☒ have not been made and will not be made.
9. ☐ A translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).
10. ☒ An oath or declaration of the inventor(s) (35 U.S.C. 371 (c)(4)).
11. ☒ A copy of the International Preliminary Examination Report (PCT/IPEA/409).
12. ☐ A translation of the annexes to the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371 (c)(5)).

Items 13 to 20 below concern document(s) or information included:

13. ☒ An Information Disclosure Statement under 37 CFR 1.97 and 1.98. with references attached
14. ☒ An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.
15. ☒ A **FIRST** preliminary amendment.
16. ☐ A **SECOND** or **SUBSEQUENT** preliminary amendment.
17. ☐ A substitute specification.
18. ☐ A change of power of attorney and/or address letter.
19. ☒ Certificate of Mailing by Express Mail 20. Return postcard receipt
20. ☐ Other items or information:

CERTIFICATE OF MAILING UNDER 37 CFR 1.10

EL685391283US — **"Express Mail" mailing no.**

June 15, 2001 — **Date of Deposit**

I hereby certify that this application is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Davida Fornarotto — **Typed or printed name of person mailing application**

Davida Fornarotto — **Signature of person mailing application**

U.S. APPLICATION NO. (IF KNOWN, SEE 37 CFR	INTERNATIONAL APPLICATION NO.	ATTORNEY'S DOCKET NUMBER
09/868254	PCT/US99/30761	RCA 89185

21. The following fees are submitted:.	CALCULATIONS PTO USE ONLY	
BASIC NATIONAL FEE (37 CFR 1.492 (a) (1) - (5)) :		
☐ Neither international preliminary examination fee (37 CFR 1.482) nor international search fee (37 CFR 1.445(a)(2) paid to USPTO and International Search Report not prepared by the EPO or JPO $1000.00		
☒ International preliminary examination fee (37 CFR 1.482) not paid to USPTO but Internation Search Report prepared by the EPO or JPO $860.00		
☐ International preliminary examination fee (37 CFR 1.482) not paid to USPTO but international search fee (37 CFR 1.445(a)(2)) paid to USPTO $710.00		
☐ International preliminary examination fee paid to USPTO (37 CFR 1.482) but all claims did not satisfy provisions of PCT Article 33(1)-(4) $690.00		
☐ International preliminary examination fee paid to USPTO (37 CFR 1.482) and all claims satisfied provisions of PCT Article 33(1)-(4) $100.00		
ENTER APPROPRIATE BASIC FEE AMOUNT =	860.00	
Surcharge of **$130.00** for furnishing the oath or declaration later than ☐ 20 ☐ 30 months from the earliest claimed priority date (37 CFR 1.492 (e)).		

CLAIMS	NUMBER FILED	NUMBER EXTRA	RATE		
Total claims	5 - 20 =	0	x $18.00		
Independent claims	1 - 3 =	0	x $80.00		
Multiple Dependent Claims (check if applicable).			☐		

TOTAL OF ABOVE CALCULATIONS =	860.00	
Reduction of 1/2 for filing by small entity, if applicable. Verified Small Entity Statement must also be filed (Note 37 CFR 1.9, 1.27, 1.28) **(check if applicable).** ☐		
SUBTOTAL =	860.00	
Processing fee of **$130.00** for furnishing the English translation later than ☐ 20 ☐ 30 months from the earliest claimed priority date (37 CFR 1.492 (f)). +		
TOTAL NATIONAL FEE =	860.00	
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31) **(check if applicable).** ☐	40.00	
TOTAL FEES ENCLOSED =	900.00	
	Amount to be: refunded	$
	charged	$ 900.00

☐ A check in the amount of to cover the above fees is enclosed.

☒ Please charge my Deposit Account No. 07-0832 in the amount of $900.00 to cover the above fees.
A duplicate copy of this sheet is enclosed.

☒ The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment to Deposit Account No. 07-0832 A duplicate copy of this sheet is enclosed.

NOTE: Where an appropriate time limit under 37 CFR 1.494 or 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the application to pending status.

SEND ALL CORRESPONDENCE TO:

Mr. Joseph S. Tripoli
THOMSON multimedia Licensing Inc.
Patent Department
PO Box 5312
Princeton, New Jersey 08540

Frank Liao
SIGNATURE

Frank Y. Liao
NAME

40,065
REGISTRATION NUMBER

June 14, 2001
DATE

on a video processing apparatus. The advertisement includes control information, which is used by the video processing apparatus to control an operating mode thereof. The control information may include both time and channel data as well as a recording data for programming a timer. Alternately, the control information may only include program data, which is passed to the electronic program guide to determine the time and channel information associated with the program data. --

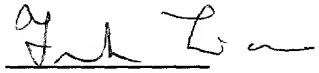
REMARKS

The specification has been amended to include a reference to the priority applications.

To meet the requirements of the United States, the Abstract (as originally filed in the PCT application) is added.

No fee is believed to have been incurred by virtue of this amendment. However if a fee is incurred on the basis of this amendment, please charge such fee against deposit account 07-0832

Respectfully submitted,
Hugh Boyd Morrison
Anthony Edward Stuart
Robert Joseph Logan
Charles Bryan Hunt
Megan Louise Brown
Jill Suzanne Allen



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609/734-9497

THOMSON multimedia Licensing Inc.
Patent Operation
PO Box 5312
Princeton, NJ 08543-5312

June 14, 2001

EXPRESS MAIL LABEL NO. EL685391283US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Hugh Boyd Morrison, Anthony Edward Stuart, Robert Joseph Logan, Charles Bryan Hunt, Megan Louise Brown and Jill Suzanne Allen

Filed : Herewith

For : METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

PRELIMINARY AMENDMENT

Hon. Commissioner of Patents and Trademarks
Box PCT
Washington, D.C. 20231

Sir:

In the US national phase application of PCT/US99/30761 filed herewith, please enter the following amendments:

IN THE SPECIFICATION:

Please amend the specification as follows:

On Page 1, line 3, insert the following paragraph:

-- This application claims the benefit of U.S. provisional application serial no. 60/114,077 filed December 28, 1998, which is hereby incorporated herein by reference, and which claims the benefit under 35 U.S.C. § 365 of International Application PCT/US99/30761, filed December 22, 1999, which was published in accordance with PCT Article 21(2) on July 6, 2000 in English.--

IN THE ABSTRACT:

Please add the following Abstract.

--A video processing apparatus may be controlled in response to selecting an advertisement displayed in connection with a productivity or communication application software program being operated

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

FIELD OF INVENTION

This invention generally relates to a method for operating a video processing apparatus in response to selecting an advertisement, or the like, which is displayed in connection with a productivity or communication application software program.

BACKGROUND OF INVENTION

Electronic Program Guides (EPGs) allow viewers to select any channel at any time during some period into the future, e.g., up to seven days forward. (The data associated with the EPG is typically broadcast in connection with a specified television channel at a certain time during the day.) Once a particular program is selected, for example, by highlighting, the viewer can perform audio/video processing like functions pertaining to that selected program. For instance, the viewer could instantly switch to that program if it is currently being aired or initiate a one-touch videocassette recording (VCR) if the television is properly configured and connected to a recording device.

A communication application software program, such as electronic mail ("e-mail") or electronic instant messaging, running on a computer connected by a network, such as, the Internet, permits a user to send and receive electronic messages to and from another user/computer. Proprietary "on-line" networks usually provide such services to users for a monthly fee. Some on-line services display advertisements within the context of the communication application software program. Similar to advertisements on a typical "web-page", these advertisements may be selected to obtain more information concerning a product or service. Selection of an advertisement usually connects the user to the web-page associated with the manufacturer of the product or the provider of the service.

There is consequently a need in the art for a convenient way to permit operation of an audio/video processing apparatus in response to the selection of an advertisement, for a particular television program or movie, that is displayed in connection with a productivity or communication application software program.

SUMMARY OF THE INVENTION

The present invention resides, in part, in recognition of the described problem and, in part, in providing a solution thereto. The present invention provides a convenient way of permitting a video processing apparatus, such as a television, VCR, DVD, satellite receiver, set-top box, or the like, to be controlled in response to an advertisement displayed in connection with a productivity or communication application software program. The productivity or communication application software program is operated on the video processing apparatus and, usually, connected to a network, such as the Internet. Control information associated with the advertisement is used to operate the video processing apparatus in a typical video operating mode. The present invention links the traditional functions of a video processing apparatus with those of a personal computer.

Generally, the present invention defines a method for operating a video processing apparatus. The method comprises operating a computer software program, such as, a productivity or communication application, on the video processing apparatus. An advertisement associated with a broadcast or transmittted television program is received in connection with the computer software program; the advertisement is displayed. The video processing apparatus is operated in a video-operating mode in response to selecting an advertisement. This invention is applicable with any program transmission means, for example, terrestrial, cable, satellite or the like.

BRIEF DESCRIPTION OF THE DRAWINGS

Fig. 1 shows an example of a television system in accordance with the present invention;

Fig. 2 shows an example of a digital video processing apparatus in accordance with the present invention;

Fig. 3 shows a software block diagram in accordance with the present invention;

Fig. 4 shows an electronic message display according to an implementation of the present invention; and

Fig. 5 shows a subsequent electronic message display in accordance with the present invention.

DETAILED DESCRIPTION

Although the present invention is conveniently described in terms of a television apparatus, it is apparent to one skilled in the art that the present invention is applicable to any video processing apparatus that is capable of running a productivity or communication application software program and can generate or control a display device, for example, a VCR, DVD, satellite receiver, set-top box or the like.

The television receiver shown in Fig. 1 is capable of processing both analog NTSC television signals and Internet information. Descriptions of the remaining well-known functions of the television receiver shown in Figure 1 are not provided except where necessary for understanding the present invention. Tuner 1105 and IF processor 1130 operate in a conventional manner for tuning and demodulating a particular television signal that is included in signal RF_IN. The system shown in FIG. 1 also includes a main microprocessor 1110 for controlling components of the television receiver such as tuner 1105, picture-in-picture processing unit 1140, video signal processor 1155, and Gemstar® data processing module 1160.

Main microprocessor 1110 also controls the operation of a communications interface unit 1113 for providing the capability to upload and

download information to and from the Internet. Communication interface unit 1113 includes, for example, a modem for connecting to an Internet service provider, e.g., via a telephone line or via a cable television line. The communication capability allows the system shown in Figure 1 to provide electronic message capability and Internet related features such as web browsing in addition to receiving television programming. The electronic message capability is provided using an e-mail program running on microprocessor 1110, which permits connection to the Internet. CPU 1112 controls functions included within microprocessor 1110 , for example, auxiliary data processor 1115 and on-screen display (OSD) processor 1117. Auxiliary data processor 1115 extracts auxiliary data such as Gemstar® data from video signal PIPV.

Gemstar® data, which provides program guide data (e.g., EPG) information in a known format, is typically received only on a particular television channel and the television receiver must tune that channel to extract Gemstar® data usually during a time period when the television receiver is typically not in use (e.g., 2:00 AM). At that time, CPU 1112 configures decoder 1115 such that auxiliary data is extracted from horizontal line intervals such as line 16 that are used for Gemstar® data. For an EPG display, the display data included in the EPG display is produced by OSD processor 1117 and included in the output signal by VSP 1155 in response to fast switch signal FSW.

An exemplary embodiment of the features of the system shown in FIG. 1 that have been described thus far comprises an ST9296 microprocessor produced by SGS-Thomson Microelectronics; an M65616 picture-in-picture processor produced by Mitsubishi; and an LA7612 video signal processor produced by Sanyo.

Figure 2 is an MPEG compatible system for receiving MPEG encoded transport streams representing broadcast programs and is also capable of processing Internet information, including electronic messages. User interface systems are also applicable to other types of digital signal processing devices including non-MPEG compatible systems, involving other types of encoded

datastreams (e.g., digital video disc (DVD) systems). The exemplary system described below is described as processing broadcast programs. The term 'program' is used to represent any form of packetized data such as telephone messages, computer programs, Internet data, audio presentations (e.g., from a remote source or from a local source), visual presentations, audiovisual presentations (e.g., from a remote source or a local source), or other communications. Descriptions of the remaining well-known functions of the television receiver shown in Figure 2 are not provided except where necessary for understanding the present invention.

A carrier modulated with video data is received by antenna 10 and processed by input processor unit 15. The resultant digital output signal is demodulated by demodulator 20 and decoded by decoder 30. The output from decoder 30 is processed by transport system 25, which provides compressed data outputs for storage, further decoding, or communication to other devices. Video and audio decoders 85 and 80 respectively, decode the compressed data from system 25 to provide outputs for display.

The data provided to mux 37 from selector 35 is in the form of an MPEG compliant packetized transport datastream as defined in MPEG systems standard section 2.4 and includes program guide information and the data content of one or more program channels. Packet Identifiers (PIDs) identify the individual packets that comprise particular program channels. The transport stream contains Program Specific Information (PSI) for use in identifying the PIDs and assembling individual data packets to recover the content of all the program channels that comprise the packetized datastream. Transport system 25, under the control of the system controller 115, acquires and collates program guide information from the input transport stream, storage device 90 or an Internet service provider via the communication interface unit 116. The individual packets that comprise either particular program channel content or Program Guide information, are identified by their Packet Identifiers (PIDs) contained within header information

Packets received by decoder 55 from units 45 and 50 that contain program content including audio, video, caption, and other information, are directed by unit 65 from decoder 55 to the designated application device buffers in packet buffer 60. Application control unit 70 sequentially retrieves the audio, video, caption and other data from the designated buffers in buffer 60 and provides the data to audio and video decoders 80 and 85 and high speed data port 75.

In addition, controller 115 is coupled to a communication interface unit 116 that operates in a manner similar to interface unit 1113 of Figure 1. That is, unit 116 provides the capability to upload and download information to and from the Internet. Communication interface unit 116 includes, for example, a modem for connecting to an Internet service provider, e.g., via a telephone line or via a cable television line. The communication capability allows the system shown in Figure 2 to provide electronic message capability and Internet related features such as web browsing in addition to receiving television programming. The electronic message capability is provided using an e-mail program running on microprocessor 115, which permits connection to the Internet.

Typically, however, the computer-related programs and operations, (such as, e-mail) are implemented independently of the television programs and operations. That is, composing, reading and/or sending e-mail is performed independent of any video processing operation, for example, tuning, recording, and/or replaying of audio, video, or television programs. Likewise, the audio, video, or television programming, tuning, recording and/or replaying is performed independent of the computer-related program that may be running on the digital television.

Fig. 3 is a software block diagram or flow chart of an exemplary program which, according to the present invention, may be executed by controller 1110 of Fig. 1, controller 115 of Fig. 2, or any other suitably programmed control arrangement of an electronic host device. The term "electronic host device" as used herein is not limited to television receivers, video recording devices or set-top boxes, but rather encompasses hybrids

thereof (e.g., PCTVs), satellite television and/or data signal converters, program guide receiver units, and the like, regardless of whether incorporated into a television receiver or personal computer or connected externally thereto. The exemplary program will be described below only with respect to the exemplary hardware implementation of an electronic host device shown in Fig. 1.

According to the exemplary program 300, an advertisement for a program is presented within the display of a communication or productivity application software program 301. In response to a user's selection 302 of a displayed advertisement, a list of choices 310 may be provided. Alternatively, the receiver could operate based on a default mode, for example, immediately selecting the channel with the advertised program, or in response to the user desiring to record the program advertised (perhaps by activating a RECORD button), immediately set up a one-touch recording.

If the choice list is shown, the user selects one of the choices, and the receiver responds correspondingly. For example, if the choice is to tune to a channel 312, the receiver will immediately tune to the subject channel. This may be achieved by either presenting the video in a small window and the user may continue to use the application software program, or the video will take up the entire screen and the user must actively return to the application. The user's work is automatically saved regardless of the selected choice. Alternatively, a dialog box may appear asking the user whether to save the current work or not.

Another choice would be to control the receiver to tune to the subject channel just prior to the start of the program 316 and 318. Alternately, the user could choose to record the program 320. This would result in programming a timer, for example, in the television or the video recording apparatus 322.

In accordance with the present invention, the computer application software program, for example, a productivity or communication application is operated in a video processing apparatus, such as a television, VCR, DVD or the like. A user selects an advertisement (or possibly an icon associated therewith) that is displayed within the context of computer application software program.

Figure 4 illustrates one such communication application software program, i.e., an electronic mail message program 400. Electronic mail message program 400 is operated on a video processing apparatus, for example, the television receiver of Figure 1 or 2, or any other appropriate video processing apparatus. Other electronic messaging programs, for example, instant messaging, may also be employed with the present invention. Further, productivity application software programs, such as, word processing, spreadsheets or the like, may also be employed with the present invention.

An advertisement 402 is displayed within an area of electronic mail message program display 400. A typical electronic message display 400 includes fields 404 for the SENDER, the RECIPIENT, the SUBJECT and the body of the MESSAGE. In addition, display 400 also include ICONs 406, which can be selected to invoke certain functions, such as, SEND a message, READ a message, view the user's ADDRESS BOOK, etc.

Upon selection of the advertisement 402, the video processor receives the data (i.e., advertisement data) associated with the advertisement. This advertisement data may include program start time, program end time, program duration; the channel via which the program is transmitted, and characteristic information, and combinations thereof. Examples of the characteristic information include program title, program theme, program category, program keywords, a program description, program type (e.g. audio, video, audiovisual, computer, Internet, and the like), and program repeat frequency (e.g., once per week, daily, etc.).

Figure 5 shows an optional and subsequent display of the communication application program of Figure 4 in response to the user's selection of advertisement 402. Figure 5 illustrates an embodiment of a user selection display 500 in which the user is presented with certain options that may be selected. For example, the user may choose to now tune to the channel that the program will be broadcast on 502. Alternately, the user may choose to automatically tune to that channel when the program starts 504 or program a recording timer to establish a recording event 506. Further, the user may select

to visit an appropriate web site 508 related to the selected advertisement. The display of Figure 5 may not be produced; upon selection of advertisement 402, the video processing apparatus may either directly tune to the appropriate channel or set-up a recording event without further user intervention.

Thus, the video processing apparatus can now be operated in a video-operating mode, for example, automatically selecting a channel, in response to the advertisement data if it is currently being aired. Alternately, if the program is not currently available, the video processing apparatus may be operated to set-up to automatically record the program in the future. This may be achieved by setting-up a "one-touch recording" operating mode or by programming timers with the CHANNEL and TIME information. If the advertisement data only contains "program information", such as the name of the program, then the data can be processed by the electronic program guide to determine the CHANNEL and TIME information.

One touch recording involves setting up a programmed event in the video processing apparatus that receives the electronic program guide, usually, the television. At the appropriate time, the television controls the recording device. The invention also embraces the concept of conflict management. That is, if the selection of an advertisement results in the setting up of a one-touch recording which may conflict with an existing programmed event in the recording device, the system must be able to resolve the conflict. One possible outcome is that the most recent desires of the user, i.e., the selection of the advertisement overrides the existing programmed event. Another option would be to indicate the conflict to the user when the advertisement is selected, thereby allowing the user an opportunity to resolve the conflict.

While the present invention finds much usefulness in the realm of electronic host devices, which are connected to or defined by a television set, the present invention is not limited to such electronic host devices. The present invention may be implemented, for example, with a computer as the electronic host device. This invention may also be employed with advertisements for programs that are displayed in connection with web browsers. It is to be

understood that the embodiments and variations shown and described herein are for illustrations only and that those skilled in the art by implement various modifications without departing from the scope and spirit of the invention.

CLAIMS

1. A method for operating a video processing apparatus comprising the steps of:

operating a computer application software program on said video processing apparatus;

receiving, in connection with said computer application software program, an advertisement associated with a broadcast television program;

causing said advertisement to be displayed;

selecting said advertisement; and

operating said video processing apparatus in a video operating mode in response to said advertisement.

2. The method of Claim 1 wherein said computer application software program is one of a productivity and communication application software program.

3. The method of Claim 2 wherein said advertisement comprises control information associated therewith, said control information comprising at least one of (1) time and channel selection data and (2) recording data.

4. The method of Claim 3 wherein said control information comprises program data, and wherein time and channel data is determined using an electronic program guide in response to said program data.

5. The method of Claim 1 wherein said step of operating comprises controlling a video recording device, interconnected thereto, to record a program associated with said advertisement.

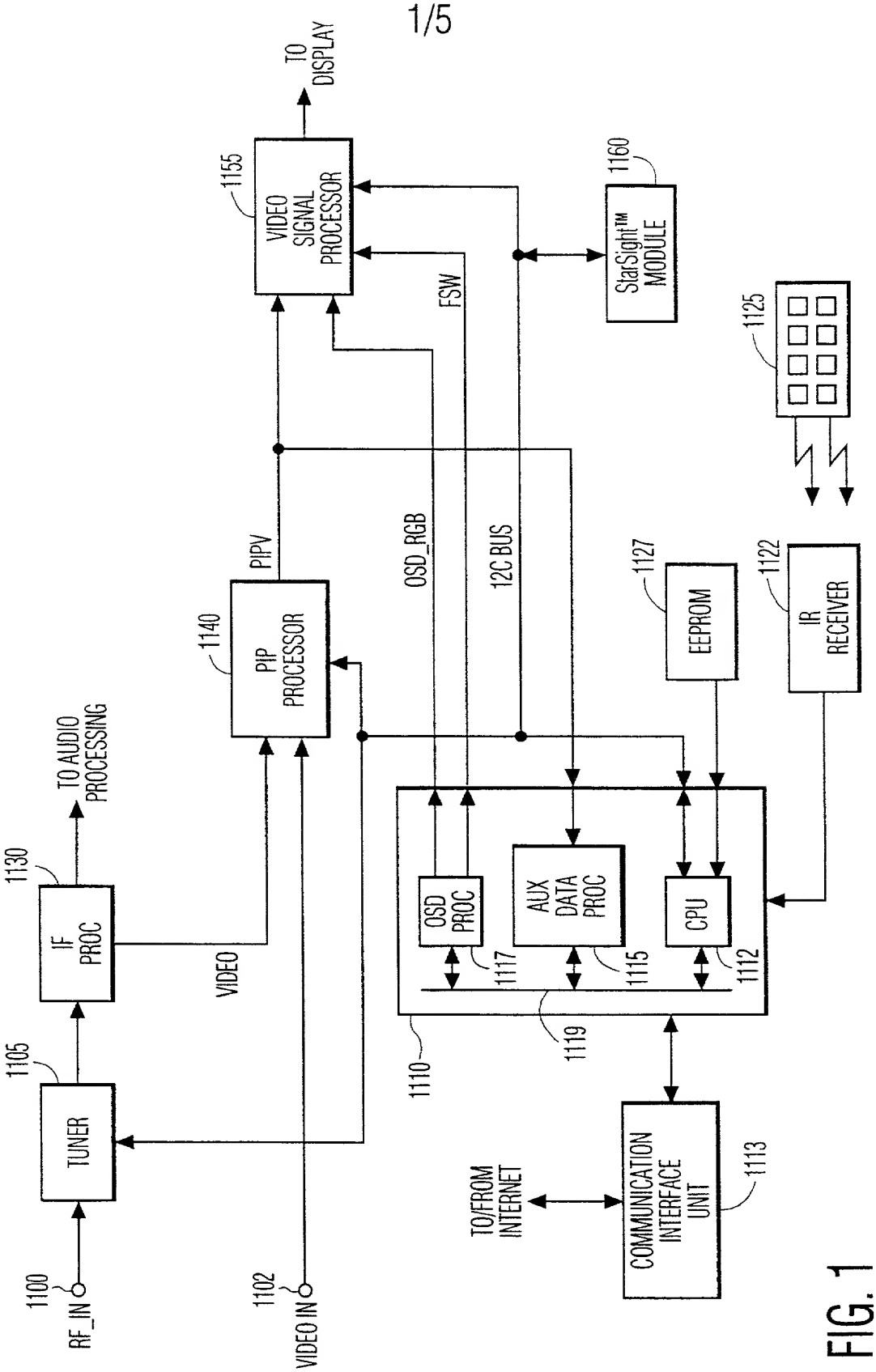
TO DISPLAY
1155
VIDEO SIGNAL PROCESSOR
1160
StarSight™ MODULE
1125
FSW
OSD_RGB
12C BUS
PIPV
1140
PIP PROCESSOR
1127
EEPROM
1122
IR RECEIVER
TO AUDIO PROCESSING
1130
IF PROC
VIDEO
OSD PROC
AUX DATA PROC
CPU
1117
1115
1112
1119
1110
1105
TUNER
TO/FROM INTERNET
COMMUNICATION INTERFACE UNIT
1113
1100
RF_IN
1102
VIDEO IN

FIG. 1

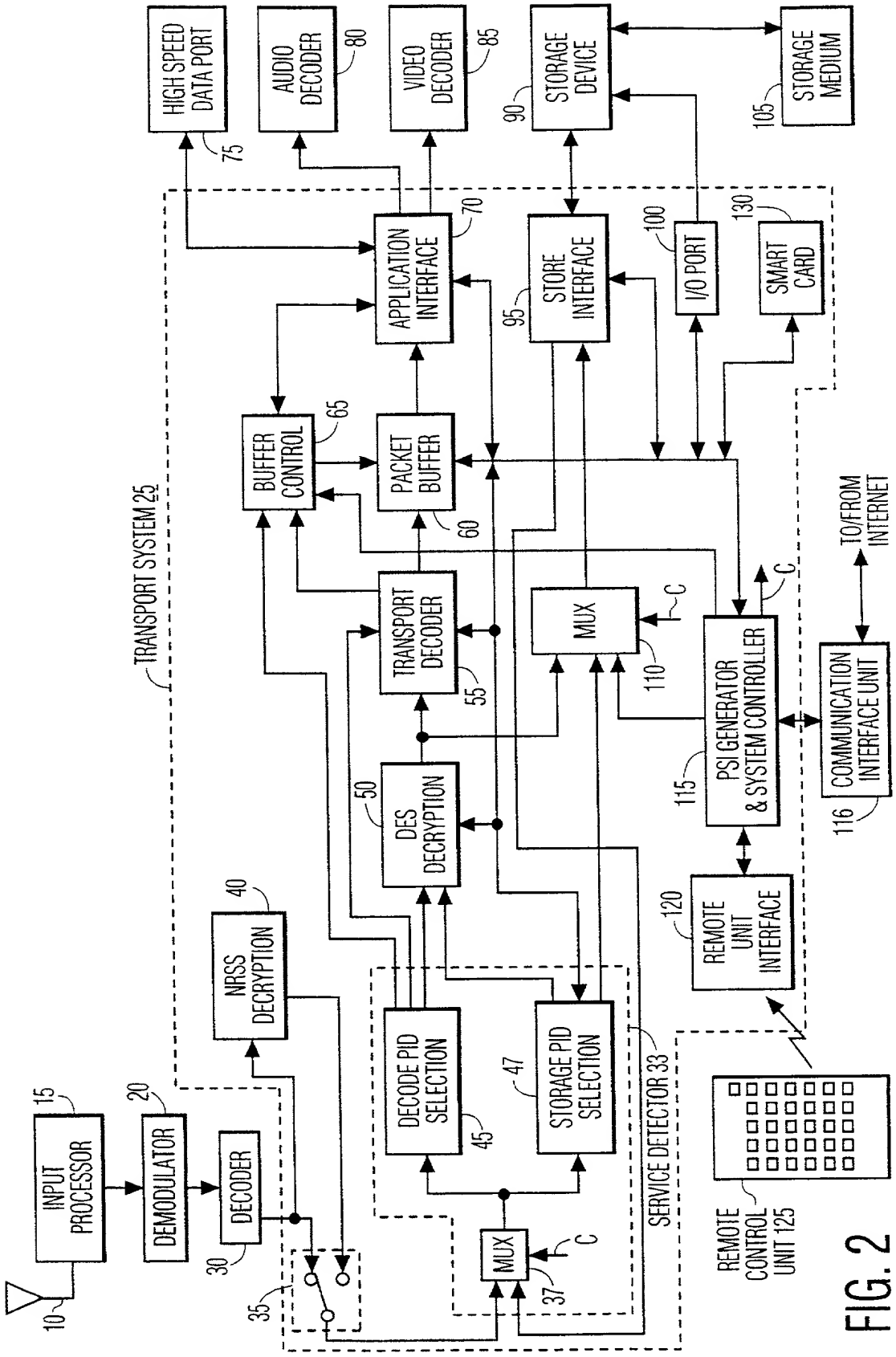
HIGH SPEED DATA PORT
75
AUDIO DECODER
80
VIDEO DECODER
85
STORAGE DEVICE
90
STORAGE MEDIUM
105
TRANSPORT SYSTEM 25
APPLICATION INTERFACE
70
STORE INTERFACE
95
I/O PORT
100
SMART CARD
130
BUFFER CONTROL
65
PACKET BUFFER
60
TRANSPORT DECODER
55
MUX
110
C
PSI GENERATOR & SYSTEM CONTROLLER
115
COMMUNICATION INTERFACE UNIT
116
TO/FROM INTERNET
DES DECRYPTION
50
NRSS DECRYPTION
40
DECODE PID SELECTION
45
STORAGE PID SELECTION
47
REMOTE UNIT INTERFACE
120
SERVICE DETECTOR 33
INPUT PROCESSOR
15
DEMODULATOR
20
DECODER
30
MUX
37
35
10
REMOTE CONTROL UNIT 125

FIG. 2

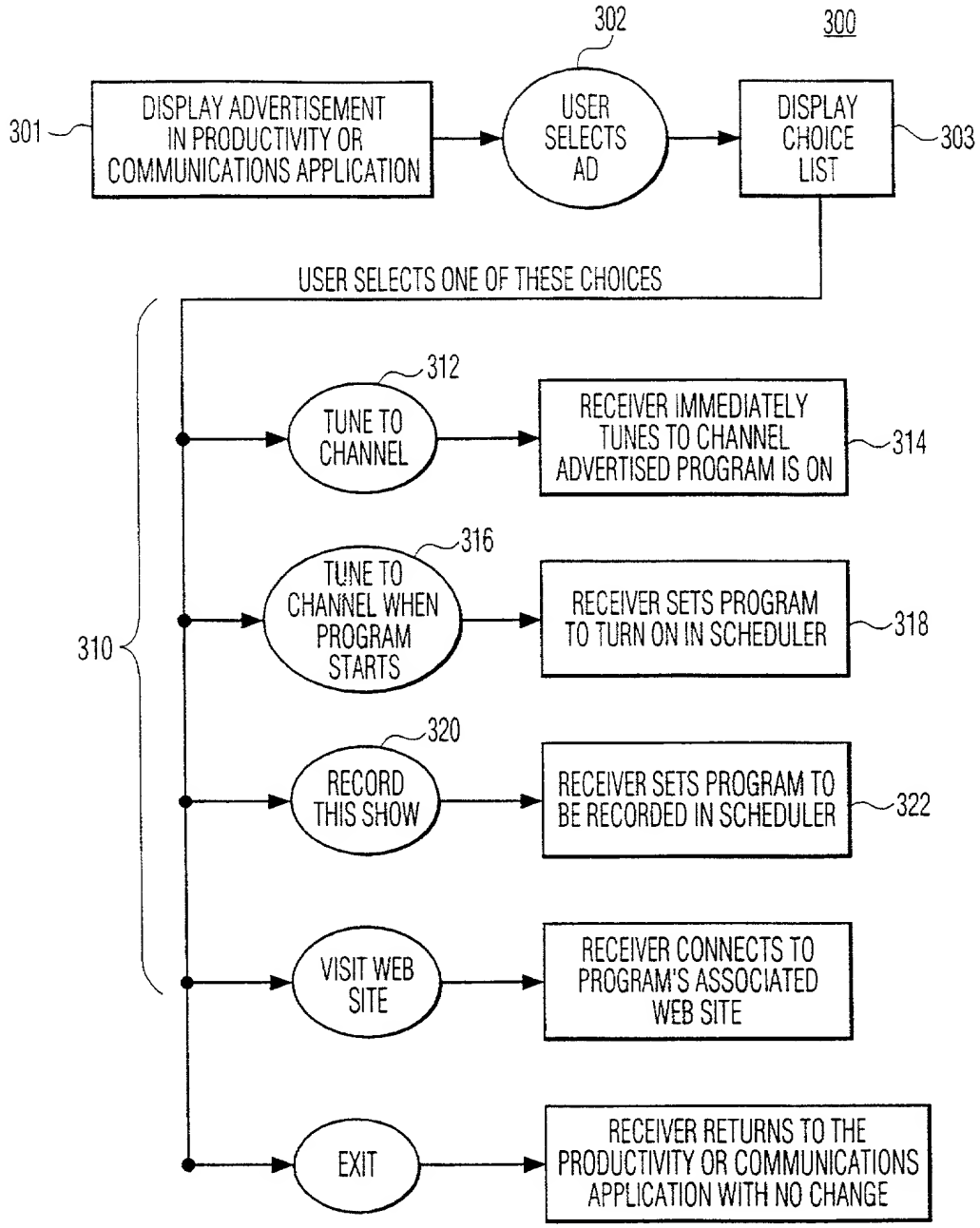
302
300
301
DISPLAY ADVERTISEMENT IN PRODUCTIVITY OR COMMUNICATIONS APPLICATION
USER SELECTS AD
DISPLAY CHOICE LIST
303
USER SELECTS ONE OF THESE CHOICES
312
TUNE TO CHANNEL
RECEIVER IMMEDIATELY TUNES TO CHANNEL ADVERTISED PROGRAM IS ON
314
316
TUNE TO CHANNEL WHEN PROGRAM STARTS
RECEIVER SETS PROGRAM TO TURN ON IN SCHEDULER
318
310
320
RECORD THIS SHOW
RECEIVER SETS PROGRAM TO BE RECORDED IN SCHEDULER
322
VISIT WEB SITE
RECEIVER CONNECTS TO PROGRAM'S ASSOCIATED WEB SITE
EXIT
RECEIVER RETURNS TO THE PRODUCTIVITY OR COMMUNICATIONS APPLICATION WITH NO CHANGE

FIG. 3

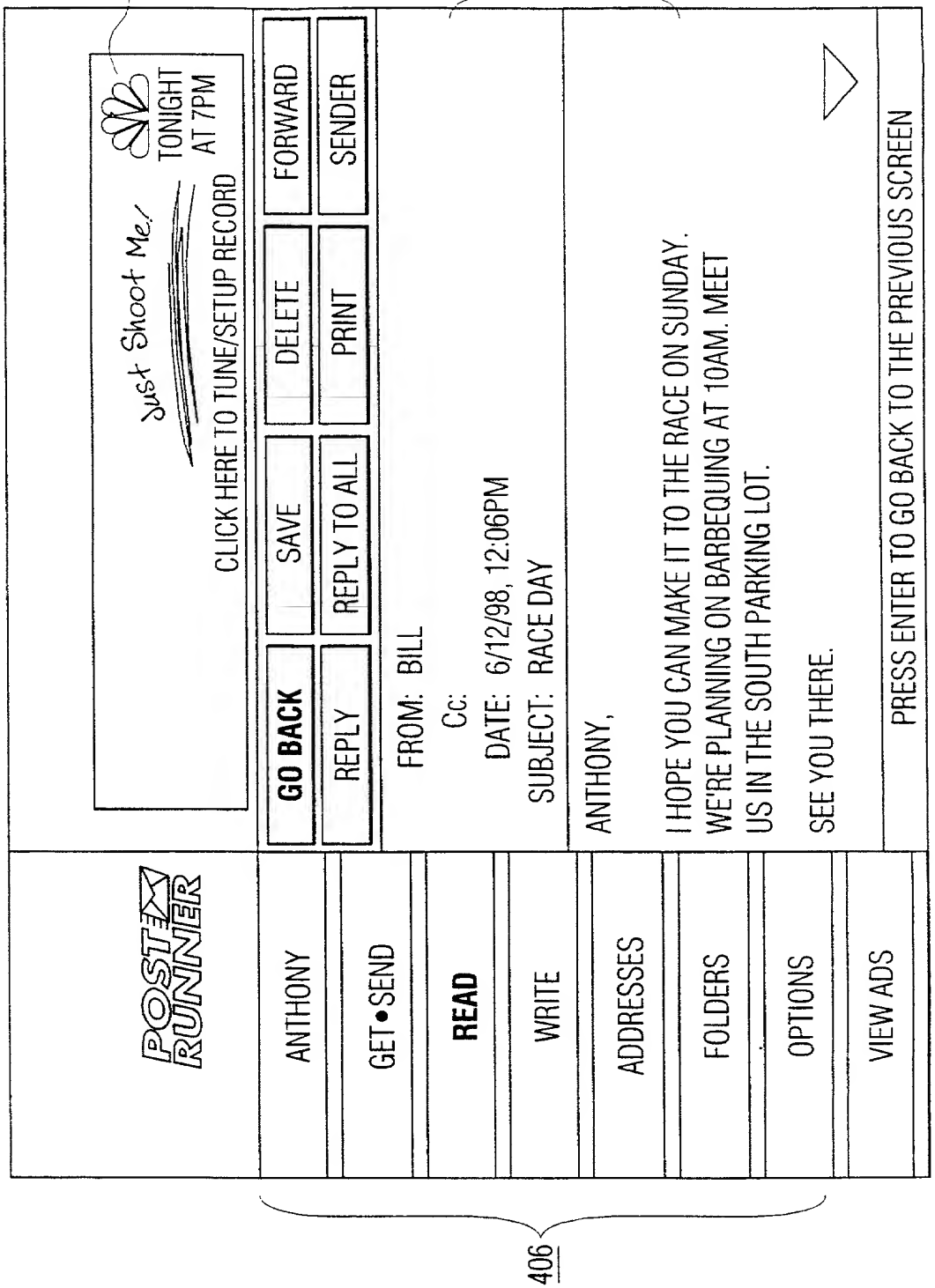
400
402
404
406
POSTX RUNNER
Just Shoot Me!
TONIGHT AT 7PM
CLICK HERE TO TUNE/SETUP RECORD
GO BACK
SAVE
DELETE
FORWARD
REPLY
REPLY TO ALL
PRINT
SENDER
FROM: BILL
Cc:
DATE: 6/12/98, 12:06PM
SUBJECT: RACE DAY
ANTHONY,
I HOPE YOU CAN MAKE IT TO THE RACE ON SUNDAY.
WE'RE PLANNING ON BARBEQUING AT 10AM. MEET
US IN THE SOUTH PARKING LOT.
SEE YOU THERE.
PRESS ENTER TO GO BACK TO THE PREVIOUS SCREEN
ANTHONY
GET • SEND
READ
WRITE
ADDRESSES
FOLDERS
OPTIONS
VIEW ADS

FIG. 4

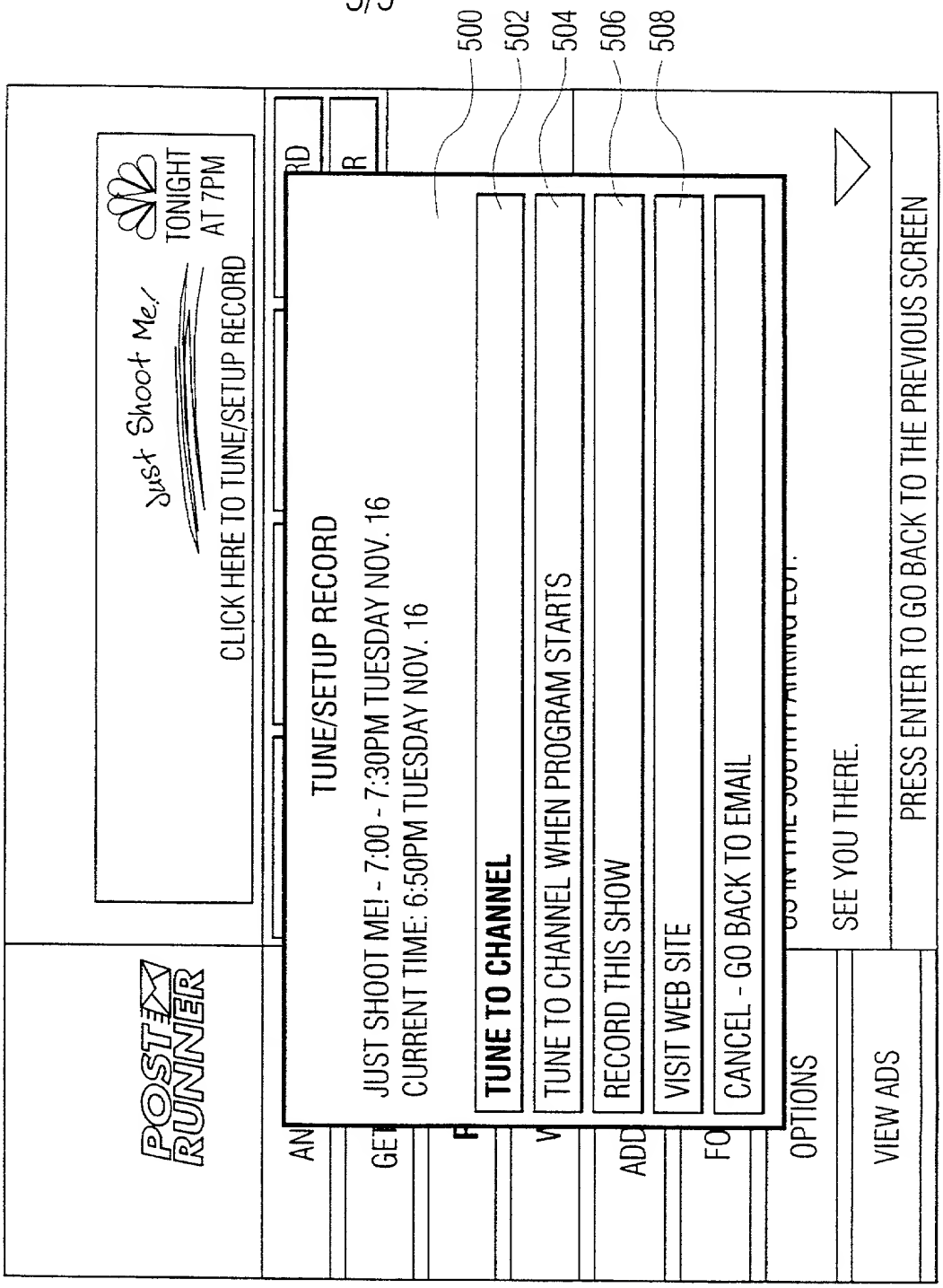
500
502
504
506
508
POST RUNNER
Just Shoot Me!
TONIGHT AT 7PM
CLICK HERE TO TUNE/SETUP RECORD
TUNE/SETUP RECORD
JUST SHOOT ME! - 7:00 - 7:30PM TUESDAY NOV. 16
CURRENT TIME: 6:50PM TUESDAY NOV. 16
TUNE TO CHANNEL
TUNE TO CHANNEL WHEN PROGRAM STARTS
RECORD THIS SHOW
VISIT WEB SITE
CANCEL - GO BACK TO EMAIL
OPTIONS
VIEW ADS
SEE YOU THERE.
PRESS ENTER TO GO BACK TO THE PREVIOUS SCREEN

FIG. 5

EXPRESS MAIL EL 445397883 US

Please type a plus sign (+) inside this box → [+]

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DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

☐ Declaration Submitted with Initial Filing OR ☒ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16(e))

Attorney Docket Number	**RCA 89185**
First Named Inventor	**Hugh Boyd Morrison et al.**
COMPLETE IF KNOWN	
Application Number	/
Filing Date	
Group Art Unit	
Examiner Name	

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AN ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on **December 22, 1999** as United States Application Number or PCT International Application Number **PCT/US99/30761** and was amended on (MM/DD/YYYY) _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above:

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or 365(b) of any foreign application(s) for patent or inventor's certificate, or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign		Foreign Filing Date	Priority	Certified Copy Attached? YES	NO
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐
			☐	☐	☐

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date (MM/DD/YYYY)	
US 60/114,077	December 28, 1998	☐ Additional provisional application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto.

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DECLARATION — Utility or Design Patent Application

Direct all correspondence to: ☐ Customer Number or Bar Code Label		OR ☐ Correspondence address below	
Name Mr. Joseph S. Tripoli - Patent Operations			
Address THOMSON multimedia Licensing Inc.			
Address PO Box 5312			
City Princeton	**State** NJ	**ZIP** 08540	
Country US	**Telephone** 609-734-9497	**Fax** 609-734-9700	

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR : ☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) HUGH BOYD		**Family Name or Surname** MORRISON	
Inventor's Signature Hugh Boyd Morrison			**Date** 5/18/01
Residence: City INDIANAPOLIS	**State** IN	**Country** US	**Citizenship** US
Mailing Address			
Mailing Address 7454 Galloway Avenue			
City Indianapolis	**State** IN	**ZIP** 46250-2500	**Country** US

NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) ANTHONY EDWARD		**Family Name or Surname** STUART	
Inventor's Signature			**Date**
Residence: City INDIANAPOLIS	**State** IN	**Country** US	**Citizenship** US
Mailing Address			
Mailing Address 3162 Normandy Road			
City Indianapolis	**State** IN	**ZIP** 46222-1375	**Country** US

☒ Additional inventors are being named on 2 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

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Given Name (first and middle [if any]) HUGH BOYD		**Family Name or Surname** MORRISON	
Inventor's Signature			**Date**
Residence: City INDIANAPOLIS	**State** IN	**Country** US	**Citizenship** US
Mailing Address			
Mailing Address 7454 Galloway Avenue			
City Indianapolis	**State** IN	**ZIP** 46250-2500	**Country** US

NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name (first and middle [if any]) ANTHONY EDWARD		**Family Name or Surname** STUART	
Inventor's Signature Anthony Edward Stuart			**Date** 5/21/01
Residence: City INDIANAPOLIS	**State** IN IN	**Country** US	**Citizenship** US
Mailing Address			
Mailing Address 3162 Normandy Road			
City Indianapolis	**State** IN	**ZIP** 46222-1375	**Country** US

☒ Additional inventors are being named on 2 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

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ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 1 of 2

Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])	Family Name or Surname			
ROBERT JOSEPH	LOGAN			
Inventor's Signature				**Date** 5/23/01
Residence: City Indianapolis	**State** IN IN	**Country** US	**Citizenship** US	
Mailing Address				
Mailing Address 7520 Prairie View Lane				
City Indianapolis	**State** IN	**ZIP** 46256	**Country** US	

Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])	Family Name or Surname			
CHARLES BRYAN	HUNT			
Inventor's Signature				**Date** 5/16/2001
Residence: City Westfield	**State** IN IN	**Country** US	**Citizenship** US	
Mailing Address				
Mailing Address 20110 Grassy Knoll Road				
City Westfield	**State** IN	**ZIP** 46074-9692	**Country** US	

Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor			
Given Name (first and middle [if any])	Family Name or Surname			
MEGAN LOUISE	BROWN			
Inventor's Signature				**Date** 5/23/2001
Residence: City Carmel	**State** IN IN	**Country** US	**Citizenship** US	
Mailing Address				
Mailing Address 11321 Rollings Springs Drive				
City Carmel	**State** IN	**ZIP** 46033-3633	**Country** US	

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ADDITIONAL INVENTOR(S)
Supplemental Sheet
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Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor		
Given Name (first and middle [if any])	Family Name or Surname		
JILL SUZANNE	ALLEN		
Inventor's Signature	Jill S. Allen		Date 5 23 01
Residence: City ~~Indianapolis~~	State IN ~~IN~~	Country US	Citizenship US
Mailing Address			
Mailing Address	6632 Lost Tree Court		
City Indianapolis	State IN	ZIP 46268	Country US

Name of Additional Joint Inventor, if any:	☐ A petition has been filed for this unsigned inventor		
Given Name (first and middle [if any])	Family Name or Surname		
Inventor's Signature			Date
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP -	Country

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Given Name (first and middle [if any])	Family Name or Surname		
Inventor's Signature			Date
Residence: City	State	Country	Citizenship
Mailing Address			
Mailing Address			
City	State	ZIP	Country

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